

Cultural & business approach of the Brazilian Market



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BRUXELLES
invest & export



MINISTÈRE DE LA RÉGION DE BRUXELLES-CAPITALE

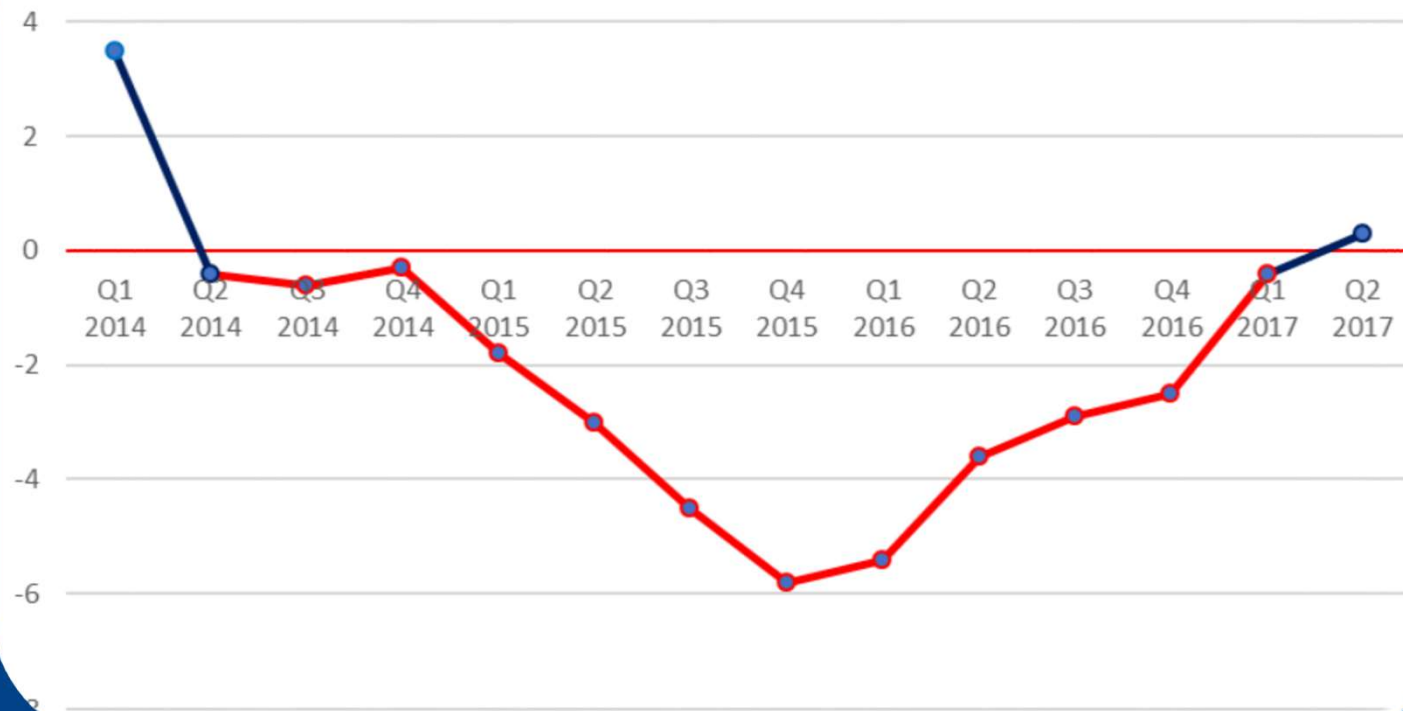
Holidays vs. business



foto: ilhagrande.org

Positive signs of Brazil's economy

GNP- Comparison to previous semester



Source: O Globo

Ups and downs

*Industrial Business confidence Brazil vs.
Rio de Janeiro*



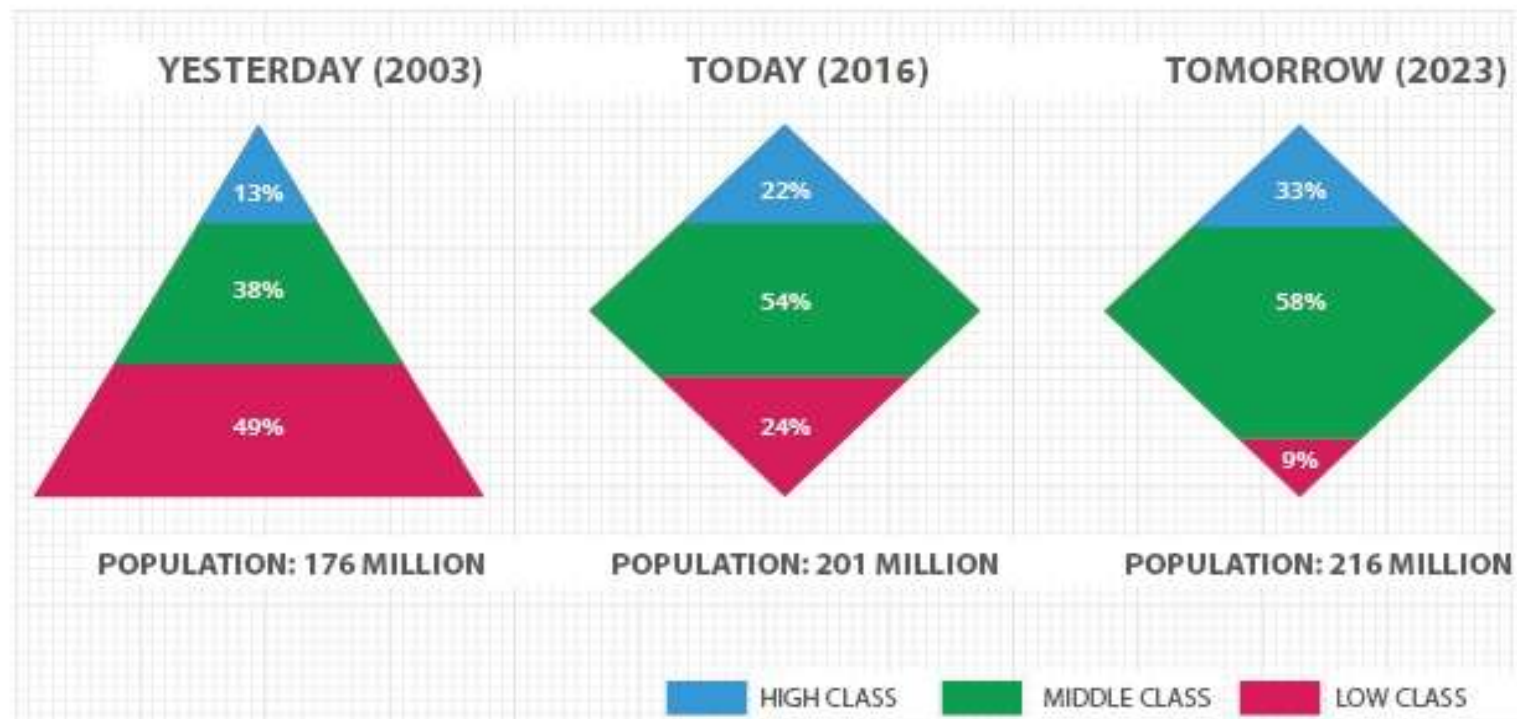
Source: FIRJAN

Brazil is Latin America's largest economy



With 8.512.000 sq.km, bordering 10 other countries and with 7.500 km of coastline, Brazil is the largest country in Latin America and fifth largest in the world.

Social classes



Source: Serasa Experian/Data Popular

Export vs. Investment

1. Regulatory environment
2. Infrastructure
3. Human capital
4. Innovation



Brazil is going through the worst economic crisis in its history, but

.....

many foreign investors are seizing the opportunity to enter the market at lower costs

1. Retail

2. Tourism

3. Logistics





18

aeroportos*



2

rodovias



16

terminais
portuários



16

concessões
de energia

New package of privatizations (57)



4

empresas



1

PPP de telecom

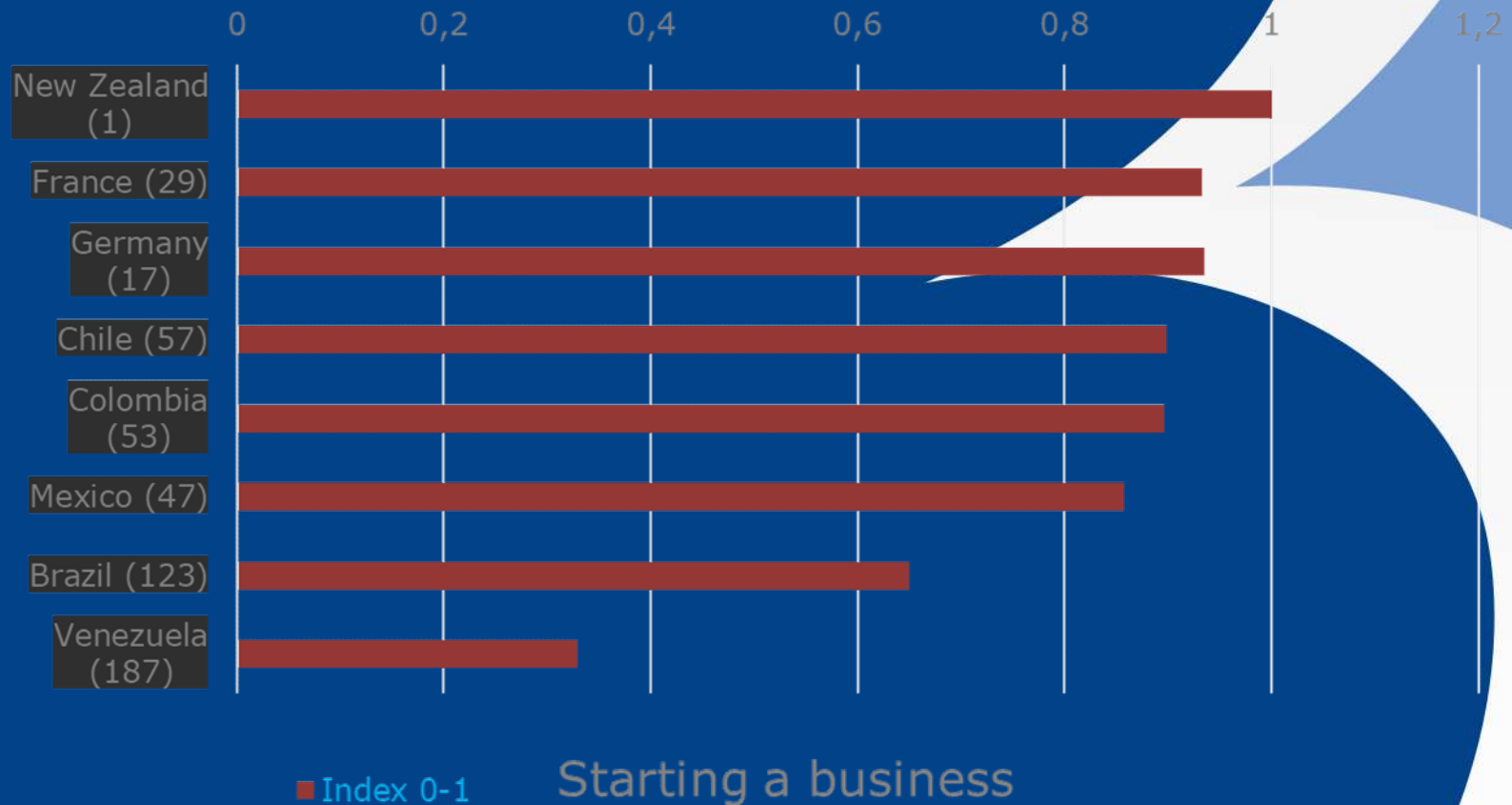
The Government has launched major privatization projects: airports, ports, highways, etc..

These business opportunities are to be monitored closely.

Are you ready?



How Brazil ranks on the ease of starting a business



Source: World Bank

Market Overview

Top 15 entrepreneurial cities

1. *São Paulo*
2. Florianópolis
3. Campinas
4. Joinville
5. *Vitória*
6. São J. dos Campos
7. Porto Alegre
8. Sorocaba
9. Maringá
10. Ribeirão Preto
11. Belo Horizonte
12. Caxias do Sul
13. Blumenau
14. *Rio de Janeiro*
15. Curitiba



Market Challenges

Banking regulations

Legal system

Taxes

Bureaucracy

Infrastructure

Protectionism



BRAZIL - SWOT

Strengths

- Market size
- Optimistic growth projections in numerous industries
- Increasing global influence
- Brazilian currency offers investment opportunities

Weaknesses

- Large bureaucracy
- Complex regulations and tax code
- Restrictive labour laws
- Import taxes and protectionism
- Shortage of qualified personnel for some industries

Opportunities

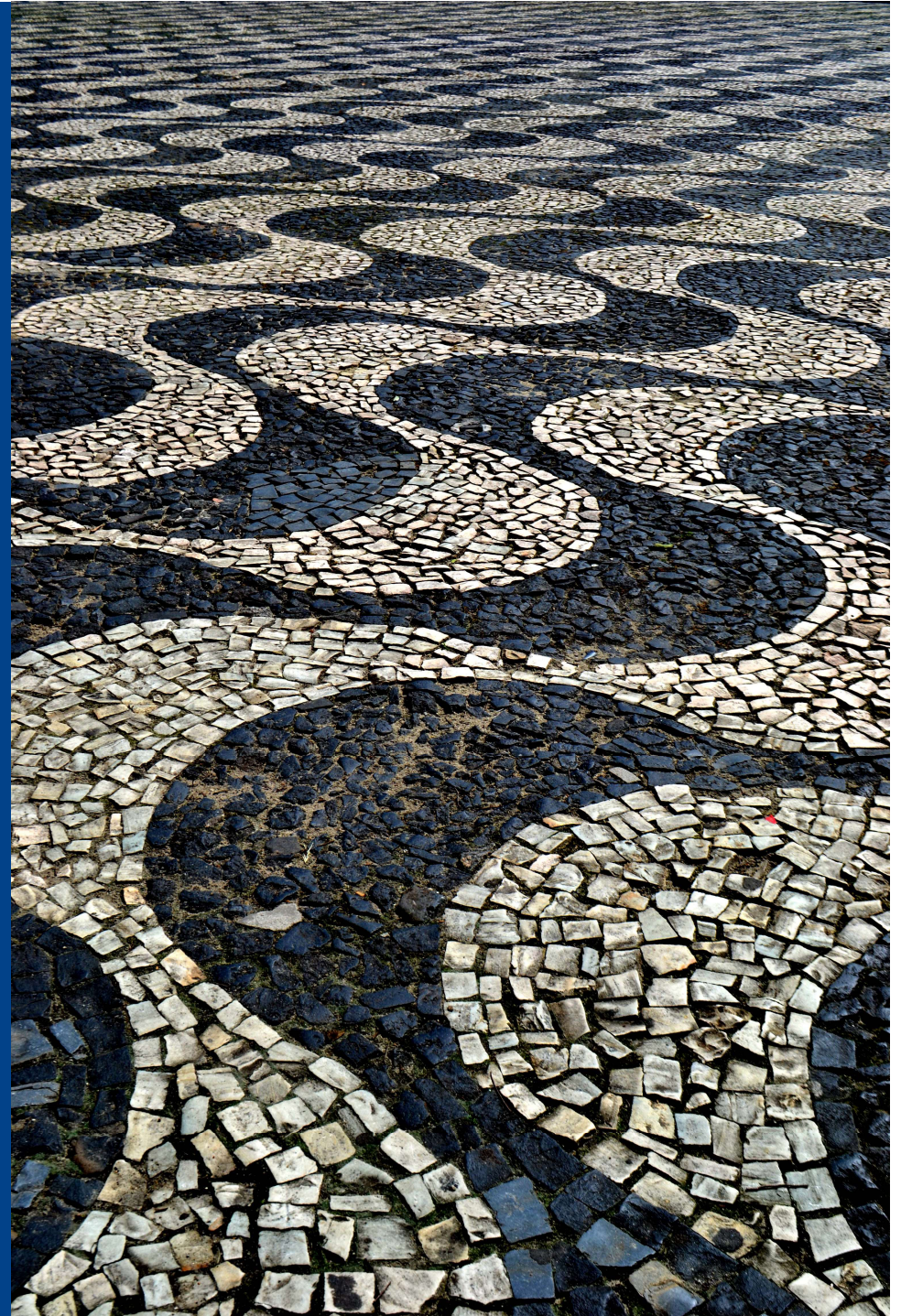
- Growing economic ties to Europe
- Large investments being made in many sectors infrastructure
- **Growing middle class with increasing purchasing power**

Threats

- Prolonged downturn in the global economy
- Fall in commodity prices
- Weakening of the currency affecting corporate profits
- Government inaction in tackling national economic imbalances

Brazilian Culture

1. The relationship to time
2. The flexibility
3. The affinity aspect
4. Hierarchy & respect for experience
5. Patience!



Communicating with Brazilian Businessmen

1. Resist e-mail and opt for direct communication
2. Verbal communication is as important as written
3. Learn the language (valid for any country)



Contact us

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